

REMARKS

As will be seen from the discussion below, there are clear errors of fact in the Examiner's rejections.

The rejection of Claim 25 is based upon clear error in fact because (a) the manner in which the Office Action alleges that *Ladd* discloses an element of Claim 25 presents a logical inconsistency on its face, and (b) the position of the Office Action directly conflicts with and ignores the express teaching of *Ladd*.

As explained in the Applicants last response (See page 12, line 19-page 19, line 22), *Ladd* does not disclose, teach, or suggest the element of "storing, separate from said preconstructed web page, correlation data that specifies a correlation between an identifier and replacement content." The Office Action's position is that the Active Server Page (ASP) scripts of *Ladd* show this element. However, as shown on page 851 of *Ladd*, ASP scripts are embedded inside a preconstructed web page, and are executed (or 'interrupted' in the vernacular of *Ladd*) when the preconstructed web page is requested. Consequently, it is clear that a script embedded inside a preconstructed web page cannot possibly qualify as data stored separate from a preconstructed web page.

Further, the position of the Office Action directly conflicts with and ignores the express teaching of *Ladd*. For example, *Ladd* teaches on page 851 that "when a browser requests a file containing an Active Server Page document, the server parses out and executes the scripted instructions. Any HTML output from the script is inserted back into the document in place of the original script code." On the other hand, the Examiner confirmed in an interview on September 7, 2005 that the Examiner is relying upon an interpretation of *Ladd* wherein scripts, embedded inside Active Server Page documents, remain after they are executed. For example, the rejection of the above-quoted element relies on such an incorrect interpretation of *Ladd*.

Each of the pending claims recites an element similar to that discussed above. For at least the above reasons, Applicants request that the rejections of all the pending claims be reversed.